

Welcome to the  
**COVID-19 & BAME Communities  
Friday Focus Webinar**  
3 July 2020

**A focus on individuals, groups and  
community**

**Key Public Health messages**



# Group facilitators

Jacqui Demirovska  
Cornerstone Community Church

Anne Horder  
Dudley Council

James Henderson  
Transforming Communities Together



# Zoom etiquette

- Please ensure your device reflects **your name** (First name and/or last name)
- Please ensure that your **video remains off and your audio muted** at all times unless you are asked to speak
- Please use the '**chat**' facility to put forward any questions
- The content of this webinar is accurate at the time of presentation
- Always refer to updated online versions of guidance

Seminars will be recorded and shared on the  
Cornerstone Community Church YouTube channel/website  
[www.cornerstone.cogop.org.uk](http://www.cornerstone.cogop.org.uk)



# Current updates of Covid19 post lockdown

Bal Kaur  
Acting Director of Public Health  
Dudley Council



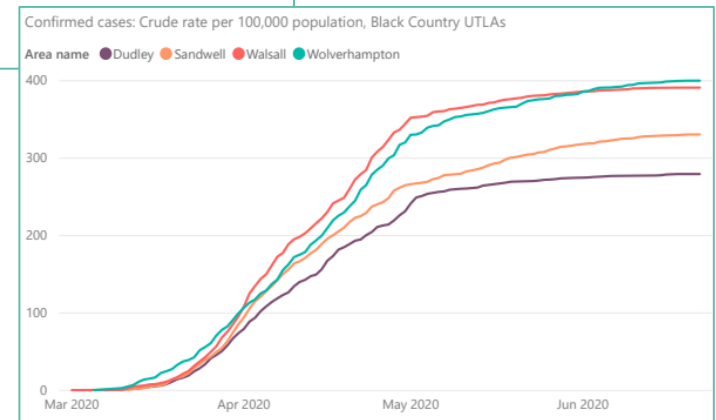
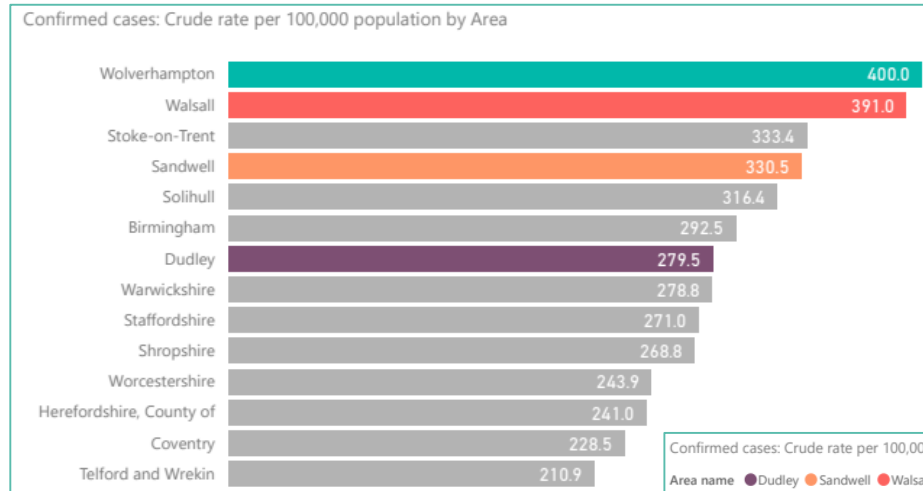
# Covid situation in Dudley Borough

23 June 2020



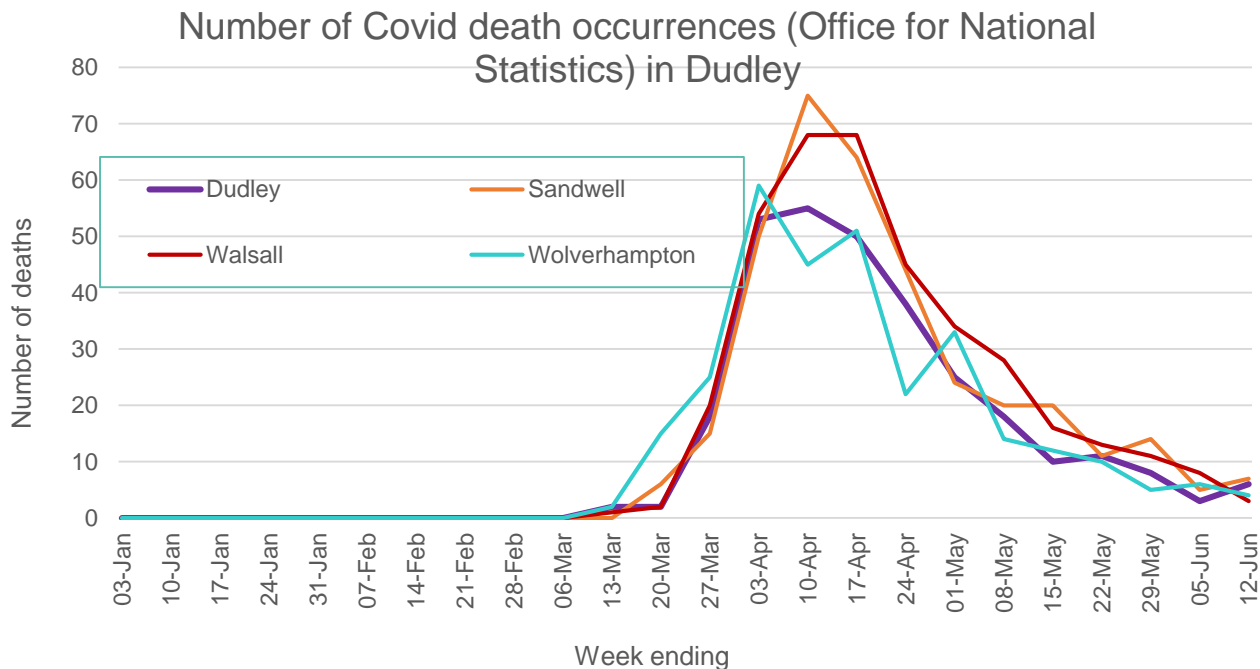
# Lab confirmed Covid cases up to 22 June

- On the 22 June Dudley has a crude rate of 279.5 cases per 100,000 (896 confirmed Covid Cases)
- This is the lowest in the Black Country



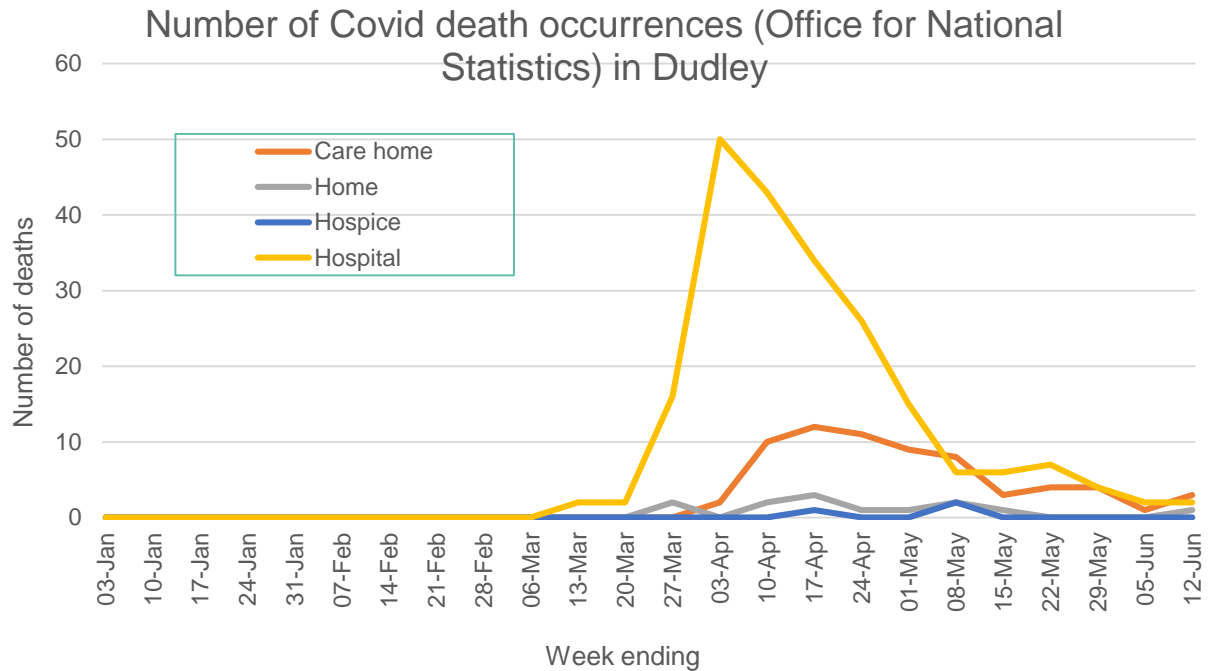
# Covid death occurrences recorded by the Office for National Statistics - overview

Dudley Borough has experienced the lowest number of deaths in the Black Country



# Covid death occurrences recorded by the Office for National Statistics – location of death

The majority of deaths in Dudley have occurred in the Hospital



Location	Number of deaths to date
Hospital	215
Care home	67
Home	13
Hospice	3
Elsewhere	1
<b>Grand Total</b>	<b>299</b>



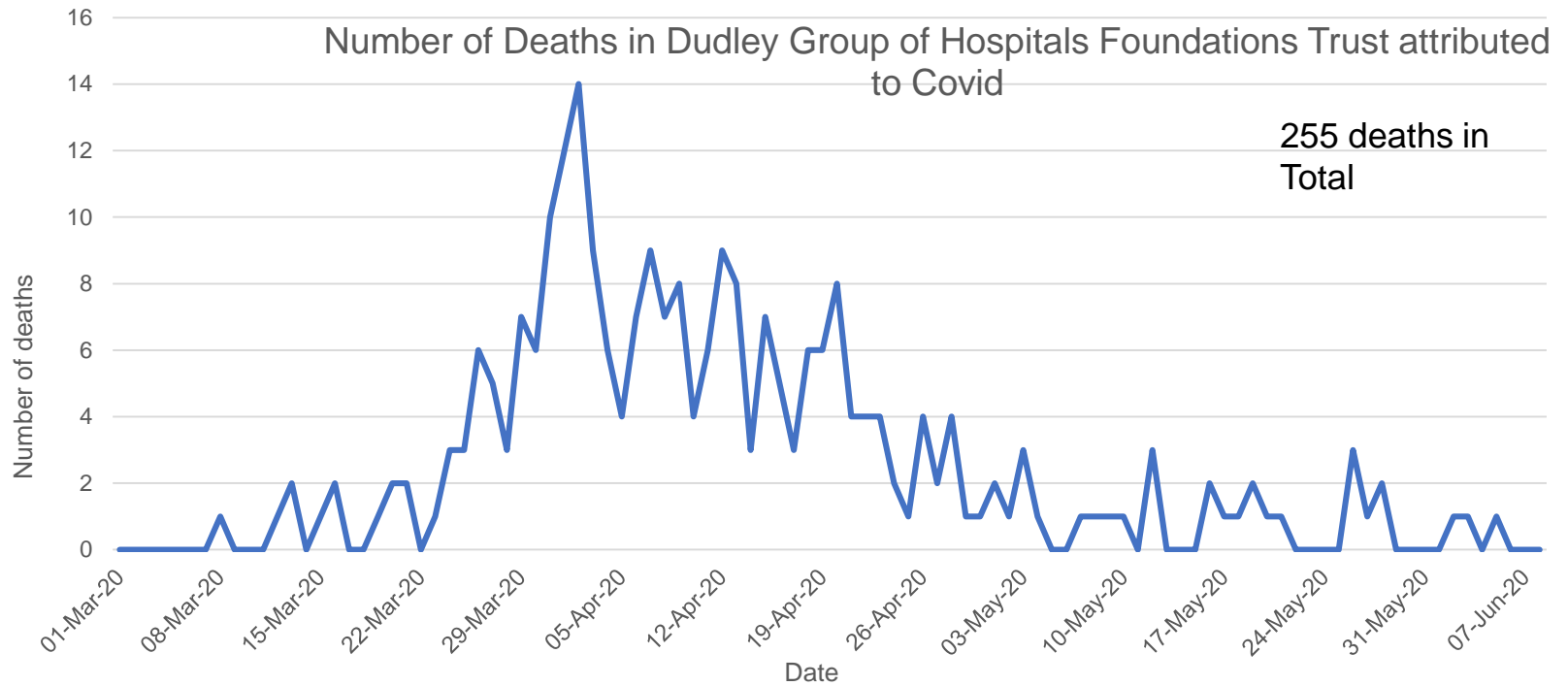


# Care homes in Dudley

- There are 95 care homes registered with CQC in Dudley
- 243 residents have tested positive so far (since the 1 April)
- 67 deaths attributed to Covid in care home residents to date
- At the peak 18 care homes reported outbreaks (7 May)
- 1 care home is currently experiencing an outbreak (2 July)
- All residents aged 65 and over have been tested

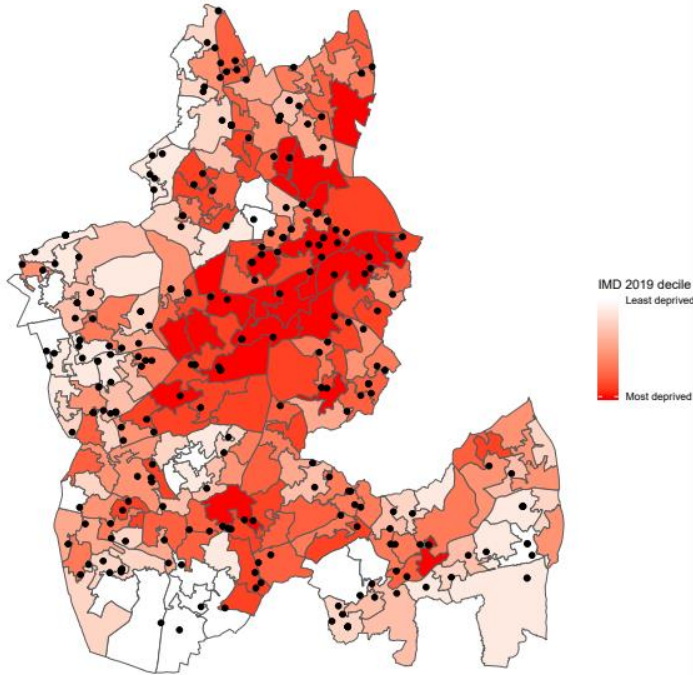


# Number of deaths at Dudley Group of Hospitals



# Covid Deaths in Dudley Borough

COVID-19 related deaths registered & resident in Dudley Borough  
Note: Dudley residents who died outside the borough are not included



09/06/2020: 339 COVID-19 related deaths in Dudley Borough of which 262 are residents

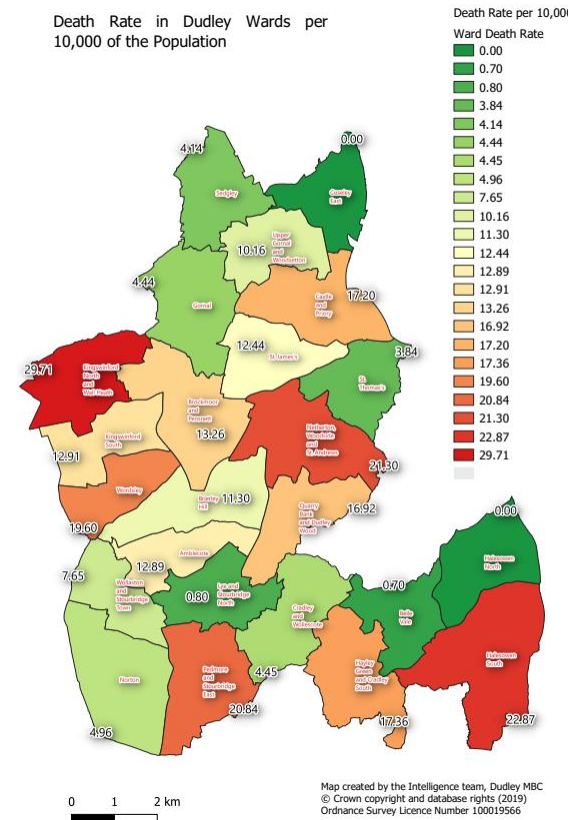
The location of deaths is fairly evenly distributed across the residential areas of the Dudley Borough.

Care home deaths are more focused on the less deprived areas of the borough, but the majority of care homes are located in areas of lower deprivation.



# Covid Deaths by Ward in Dudley Borough

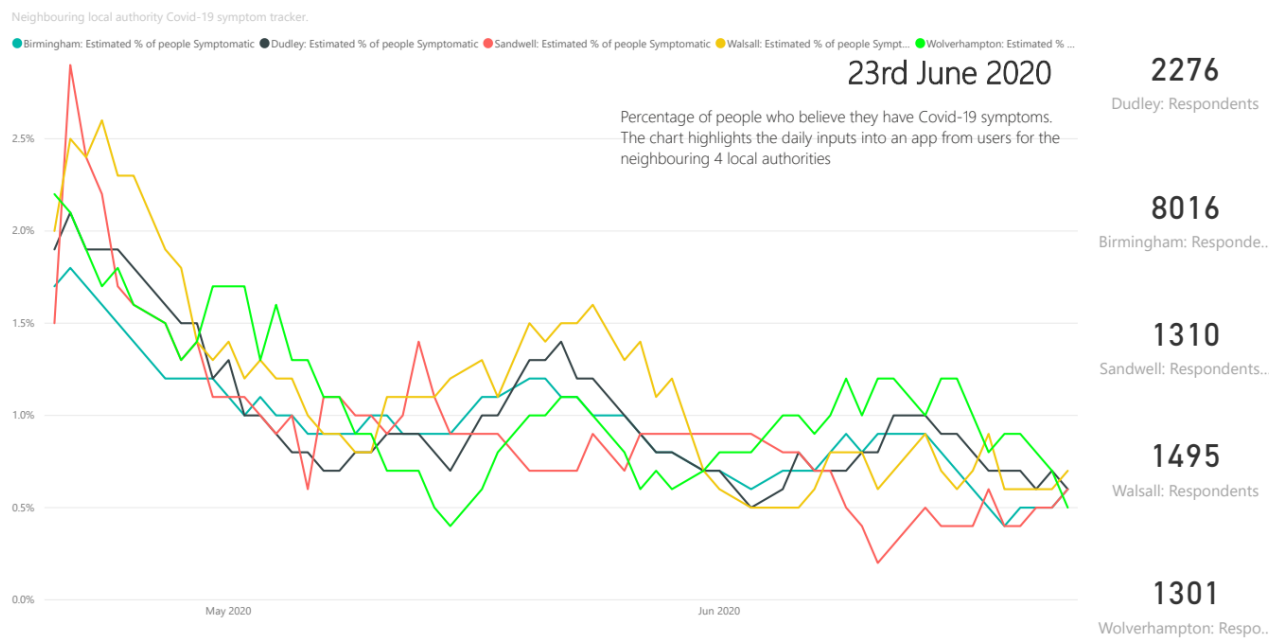
- Although there is variation in the rate of deaths by ward within Dudley the overall numbers of deaths in each ward is relatively low and there is no statistically significant difference in the death rate between wards.
- Wards with higher death rates correlate to the locations where there are higher numbers of care homes



# Covid 19 App

- The Covid 19 App allows people to self report whether they have symptom of Covid or not and tries to determine the amount of Covid spread in the community
- The number of symptomatic individuals has been decreasing over time

Symptom Tracker: Participants uploading covid-19 symptoms daily across four neighbouring local authorities Source: data extracted daily from <https://covid.joinzoe.com/>



# Beyond the data: Understanding the impact of COVID-19 on BAME groups

- Ethnicity data collection and recording
- Community Participatory Research
- Improve access experience and outcomes of NHS, local government , integrated care systems, commissioned services etc..
- Culturally competent occupational risk assessment
- Culturally competent COVID-19 education and prevention campaigns
- Targeted culturally competent health promotion and disease prevention programmes
- Recovery strategies actively reduce inequalities caused by wider determinants of health



# BAME - Further work

- Dudley Health and Wellbeing Board –BAME subgroup
- Communication / engagement approaches
- Support to shielded population
- Population survey
- Schools special COVID-19 health related behaviour survey
- Multi agency mortality review
- Review of key public health programmes e.g. ‘health check’
- Desktop review of commissioning of care services
- Range of measures to support BAME employees in the council
- Priority group in test and trace (outbreak plans)





# Test and Trace

Dr Irfan Ghani  
Interim Head of Children and Young People  
Public Health and Wellbeing  
Dudley Council





# NHS Test and Trace

- The Government launched NHS Test and Trace on 28 May 2020
- The service will help to:
  - **Reduce** the spread of infection
  - **Save** lives
  - Help to **return life** to as normal as possible, for as many people as possible, in a way that is safe, protects our health and care systems and releases our economy



# 1. Self-Isolate

- As soon as you experience coronavirus symptoms:
  - Must **self-isolate** for at least 7 days
  - Anyone else in household must self-isolate for 14 days from when you started having symptoms

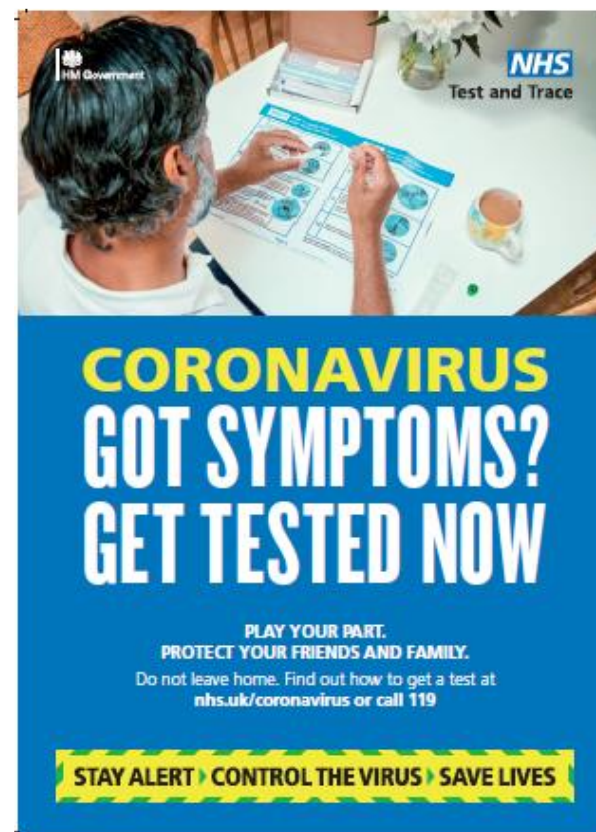


## SYMPTOMS

- **High temperature** – Feeling hot to touch on chest or back (you do not need to measure your temperature)
- **New, continuous cough** – Coughing a lot for more than an hour, or 3 or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual)
- **Loss or change to sense of smell or taste** – You cannot smell or taste anything, or things smell or taste different to normal

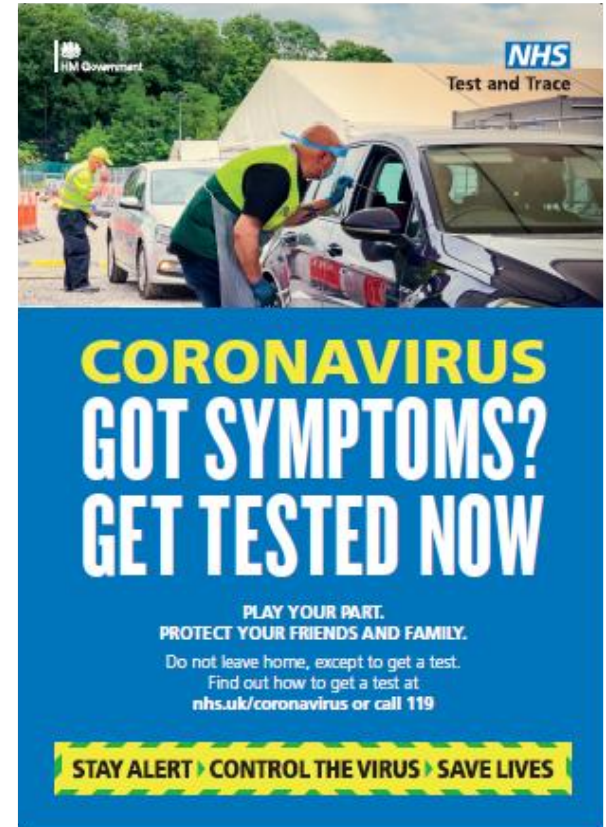
## 2. Test

- **Order a test** immediately at [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus) or call 119 if you have no internet access
- You may wish to **alert the people** with whom you have had close contact over the last 48 hours



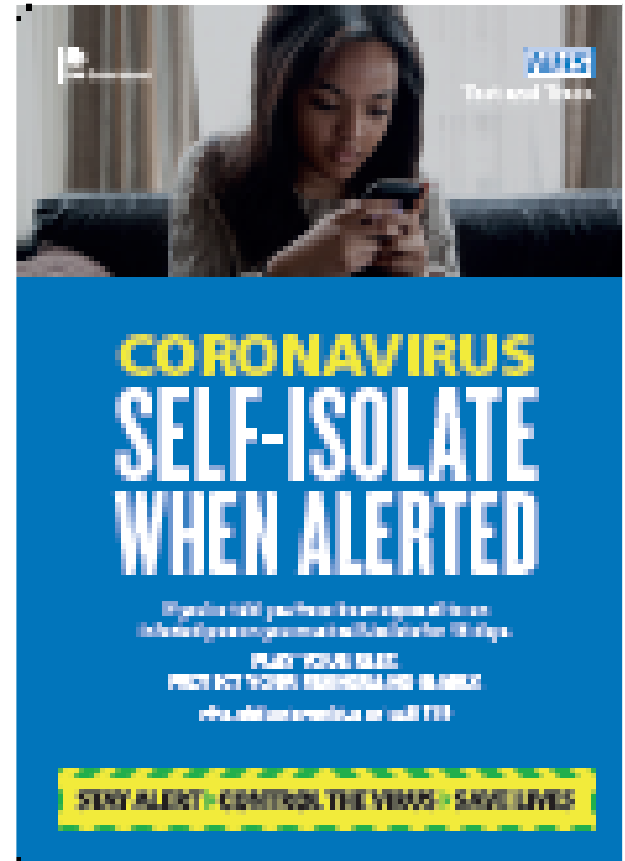
# 3. Test Results

- If you do not get your result, call the coronavirus testing contact centre on 119 (7am to 11pm)
- **Negative:**
  - Low risk of having coronavirus
  - Members of your household can stop self-isolating
  - If you feel well and no longer have symptoms similar to coronavirus, you can stop self-isolating



# 3. Test Results

- **Positive:**
  - Keep self-isolating for at least 7 days from when your symptoms started
  - Household must self-isolate for 14 days from when you start self-isolating
  - NHS Test and Trace will contact you and ask you to share information about any close contacts you had just before or after you developed symptoms



## 4. Contact from NHS Test and Trace

- Send text messages from **'NHStracing'**
- Ask you to sign into the **NHS test and trace contact-tracing website** (to provide details of contacts)
- Call from **0300 013 5000** (if not access to internet)

- Not ask you to dial a premium rate number
- Not ask you to make a payment
- Not ask for bank account details, login details, passwords or PINs
- Not disclose any of personal or medical information to contacts
- Not ask to download any software or hand over control of PC, smartphone or tablet





## 5. Close Contacts

- Family members or other household members living with you
- Any other close contact with anyone (48 hours before you developed symptoms and the time since you developed symptoms):
  - having face-to-face contact with someone (less than 1 metre away)
  - spending more than 15 minutes within 2 metres of someone
  - travelling in a car or other small vehicle with someone (even on a short journey) or close to them on a plane
  - if you work in – or have recently visited – a setting with other people (for example, a GP surgery, a school or a workplace)



Got coronavirus symptoms?

**1 Start isolating**

- you for **7 days**
- household for **14 days**



**2 Book a test**

- NHS.uk/coronavirus
- or call 119

negative  
for COVID-19



- Household stops isolating immediately
- You stop isolating if you feel well

positive  
for COVID-19



**3 Share contacts**  
via NHS Test and Trace

**STAY ALERT ▶ CONTROL THE VIRUS ▶ SAVE LIVES**

If you have been in close contact with someone who tests positive

**1 You may be alerted**  
by **NHS Test and Trace**



**2 Isolate** for **14 days**  
after close contact



if you develop symptoms

**3 Book a test**

- Household isolates for 14 days

negative  
for COVID-19



- Household stops isolating immediately
- You complete **14 day isolation**

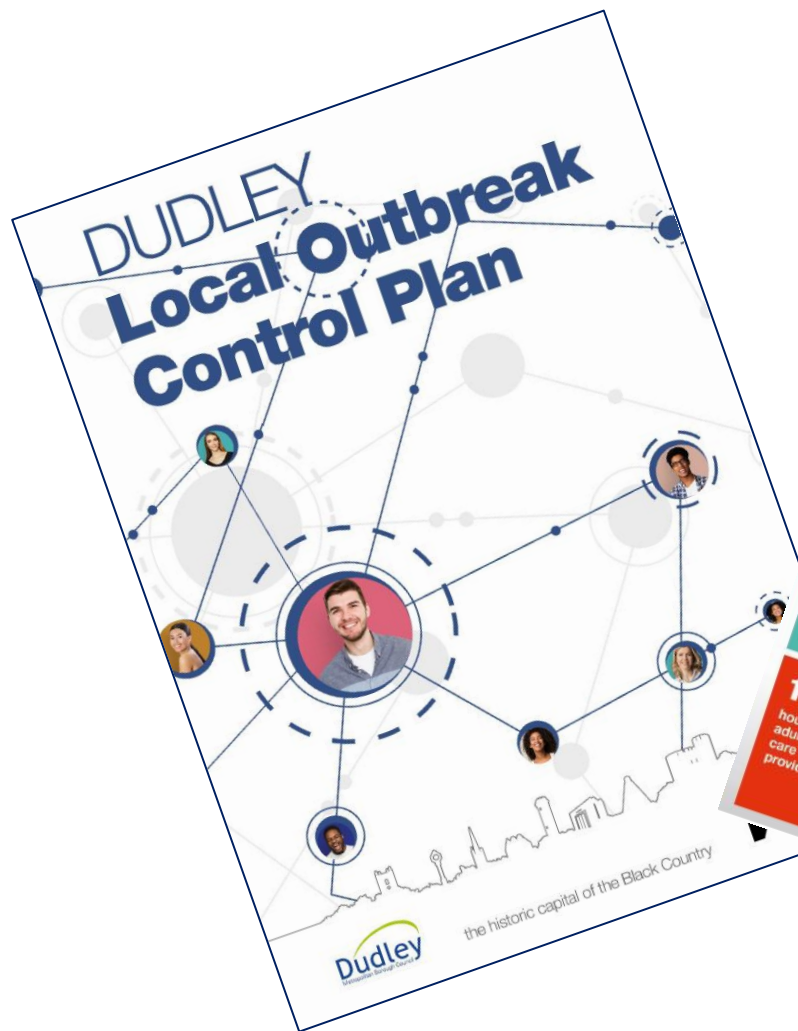
positive  
for COVID-19



- You begin new **7 day isolation**
- Household completes **14 day isolation**







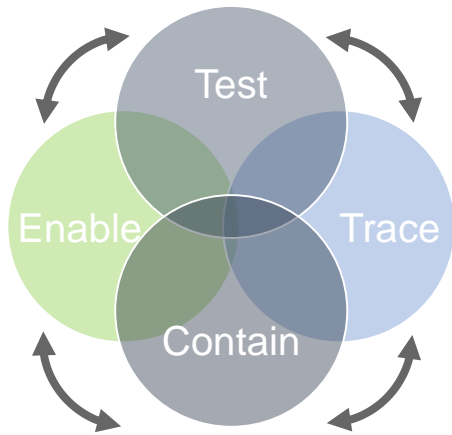
COVID19 & BAME COMMUNITIES ZOOM SEMINARS  
**YOUR HEALTH, CARE & WELL-BEING**

**Dudley**  
Metropolitan Borough Council

**TRANSFORMING COMMUNITIES TOGETHER**

**cornerStone**  
community church

# NHS Test and Trace



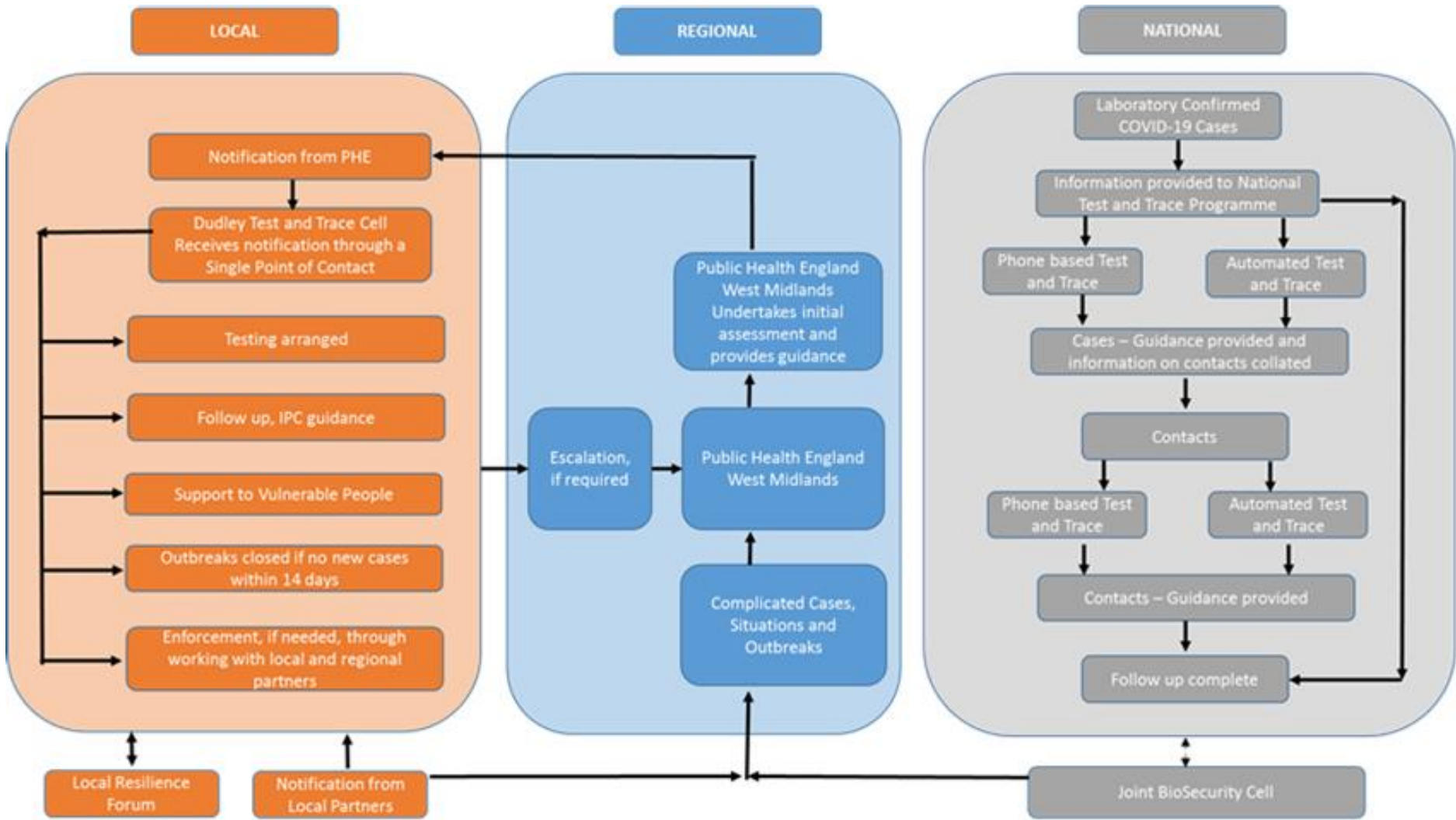
Test	Rapid testing, at scale, to identify and treat those with the virus
Trace	Integrated tracing to identify, alert and support those who need to self isolate
Contain	Identify outbreaks using testing and other data and contain locally and minimize spread
Enable	Use knowledge of the virus to inform decisions on social and economic restrictions

Continuous data capture and information loop at each stage that flows through Joint Biosecurity Centre to recommend actions

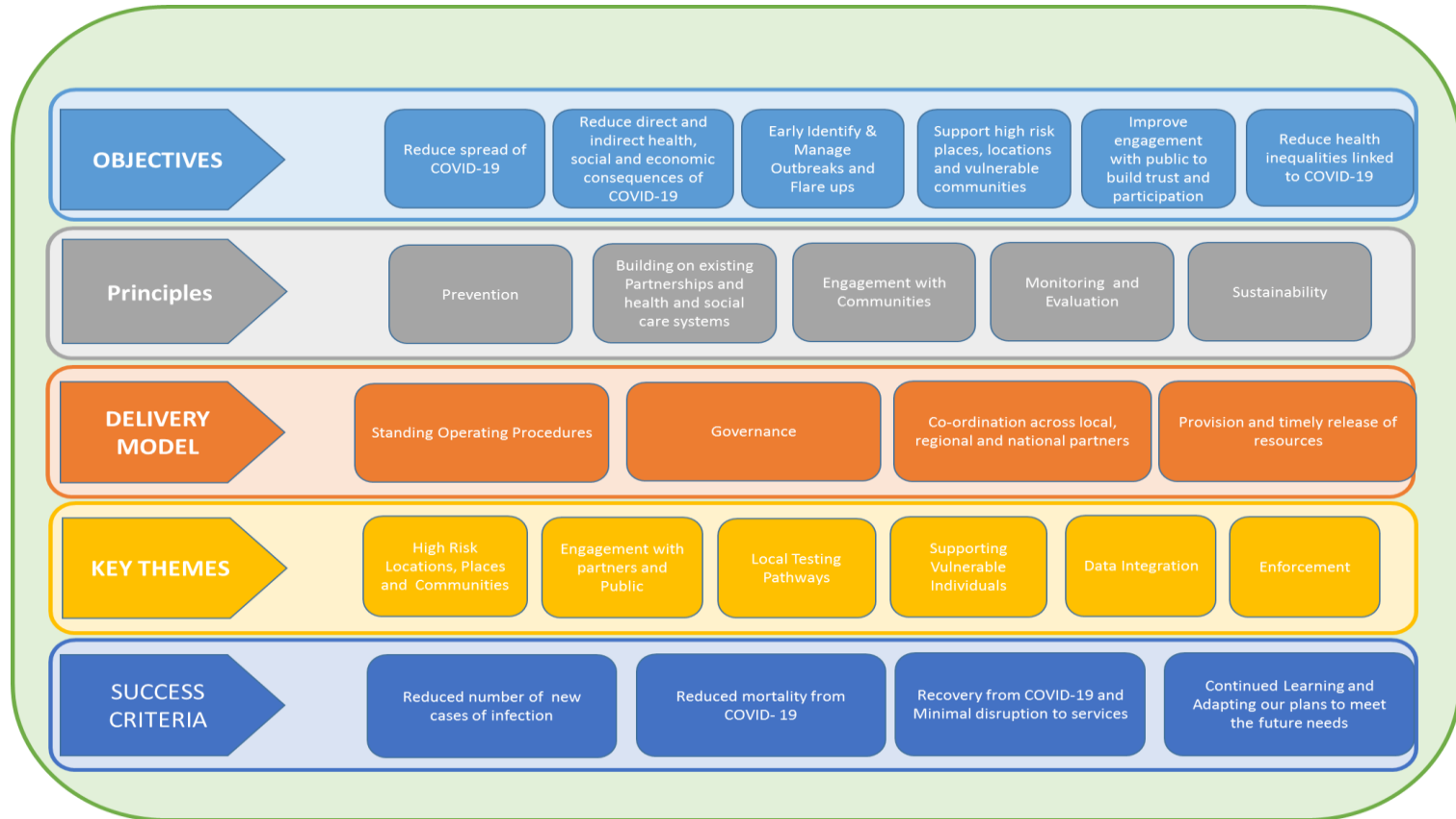
Underpinned by a huge public engagement exercise to build trust and participation

Note: Test, Trace, Contain, Enable diagram is illustrative only





# Dudley Local Outbreak Control Plan





## Local help and support on offer

### Pleasured to Meet You helpline

01384 812761 • Mon - Fri, 9am - 4pm  
For people aged over 60 who may be feeling lonely, who would like a regular social chat over the phone, or for help with deliveries of food and medication if there is no one that can help with this.

### Dudley Council for Voluntary Services

01384 573381 • Mon - Fri, 9.30am - 12.30pm  
DCVCS are supporting people and families who are self-isolating or unable to leave the house. They can arrange for volunteers to deliver essential food supplies or medication, only as a last resort.

### Access to adult social care helpline

0300 555 0055 • Mon - Fri, 9am - 5pm and 0300 555 8574 for emergency contact at all other times  
For people who use adult social care services and are worried about service closures or need adult social care support or advice.

### Dudley Council Plus

0300 555 2345 • Mon - Fri, 8.30am - 5pm and Sat, 9am - 12 noon  
To pay for and find information on any council service.

### Dudley MIND

01384 442938 • Mon - Fri, 8am - 12 midnight and Sat and Sun, 10am - 12 midnight  
For people who are feeling anxious and would like emotional support.

### Welfare benefits coronavirus advice line

01384 815002 • Tue and Thu, 9.30am - 1pm and 2pm - 4.30pm  
Benefits advice for those affected by the coronavirus pandemic.

## National helplines

### Age UK

For practical information and advice. Call free on 0800 169 65 65

### The Silver Line

For a cheerful chat, day or night. Call free on 0800 470 80 90

### Samaritans

If you're feeling really alone and very stressed, the Samaritans provide a 24-hour listening service. Call free on 116 123

Community development workers have been in touch with many of our communities through groups and community contacts, sharing information in community languages and helping with any questions and concerns.



# How Can We Work Together?

- Self-isolation and Testing, if anyone has symptoms
- Support is available from the team – please email [HealthyCommunities@dudley.gov.uk](mailto:HealthyCommunities@dudley.gov.uk)
- Please let us know if you are coming across any concerns from people in your community, so that we can help to address any worries and provide accurate information on the process and the benefits
- Visit our website for up to date information and guidance <https://www.dudley.gov.uk/coronavirus>

<https://lets-get.com/>



# Key Public Health Protection Messages

Claudia Oliveira  
Health Protection Nurse  
Dudley Council



# What is coronavirus?

- Coronaviruses are a large family of viruses
- Some cause less-severe disease e.g. the common cold
- Some cause more severe disease e.g. Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS) coronaviruses
- SARS-CoV-2 is a new virus to which there is no known population immunity meaning that everyone is potentially susceptible





# COVID-19 clinical features

## Case definition

**Confirmed case:** laboratory test positive case of COVID-19 with or without symptoms

**Possible case:**

New continuous cough

**AND/OR**

High temperature

**AND/OR**

A loss of, or change in, normal sense of taste or smell (anosmia)



# Severity of COVID-19 illness

- Most people have no obvious symptoms (30-40%)
- Most children get **mild disease**
- **More severe disease** in older people, diabetics, heart disease, chronic respiratory disease, immunocompromised
- **Less than 2% of cases fatal**, highest in high risk groups



# What is the incubation period?

The incubation period - i.e. time between exposure to the virus and developing symptoms - is between 1 and 14 days (median 5 days).



# When is a person infectious?

A person is thought to be infectious 48 hours before symptoms appear, and up to seven days after they start displaying symptoms.



# Coronavirus – Risk of transmission

- Exposure to respiratory droplets when close to someone who is coughing
- The virus can survive on environmental surfaces – the amount of surviving virus reduces dramatically after 72 hours, but may last up to 9 days on hard surfaces
- The virus is easily inactivated on surfaces using bleach containing solutions (where appropriate) and standard detergents
- The virus is easily inactivated on hands by washing with soap, water and drying, or by using alcohol-based hand gels (with at least 60% alcohol)



# Sustained transmission

This means that COVID-19 is affecting many people in the community and they may not all have had obvious contact with someone who had symptoms of the infection.



# How does the disease spread?

## COVID-19 spreads primarily from person to person



- Droplets released when someone sick sneezes or coughs can land on the mouths or noses of people nearby
- Close contact with someone sick – like hugging or shaking hands

*World Health Organisation, Western Pacific Region (2020)*



# How does the disease spread?

**COVID-19 mainly spreads from person to person  
But it can also be left on objects and surfaces...**



So if you touch something contaminated and then touch your face or another's face, you might all fall ill.

*World Health Organisation, Western Pacific Region (2020)*



# How does the disease spread?

**Reduce your risk of COVID-19**

- Clean your hands often** (Illustration: Person washing hands at a sink)
- Cough or sneeze in your bent elbow – not your hands!** (Illustration: Person coughing into their elbow)
- Avoid touching your eyes, nose and mouth** (Illustration: Person touching their face)
- Limit social gatherings and time spent in crowded places** (Illustration: Group of people in a crowd)
- Avoid close contact with someone who is sick** (Illustration: Two people standing apart with a 1m distance marker)
- Clean and disinfect frequently touched objects and surfaces** (Illustration: Hands disinfecting a table)

*World Health Organisation, Western Pacific Region (2020)*



# General COVID-19 Prevention measures

- **Self-isolating** – stay at home if you or a household member has COVID-19 symptoms
- **Social distancing** – to reduce to the spread of COVID-19
- **Shielding** – to protect extremely vulnerable people
- **Hand hygiene**
- **Cough hygiene**



# Keep your distance from people outside your household

- The risk of infection increases the closer you are to another person with the virus, and the amount of time you spend in close contact with them
- You are unlikely to be infected if you walk past another person in the street
- Public Health England recommends trying to keep two metres away from people as a precaution
- The key thing is to not be too close to people for more than a short period of time, as much as you can



# Hand hygiene

Should be performed:

- On arrival at work
- When hands are soiled
- Before and after touching any equipment
- Before handling food and drink or vaping/smoking
- Before leaving work

**Alcohol gel is effective against COVID-19 (at least 60% alcohol) – be careful don't leave it in cars**

**Soap and water should be used if hands are soiled**



# General COVID-19 prevention measures: handwashing

[Handwashing video NHS](#)







# General COVID-19 prevention measures: respiratory hygiene/cough hygiene





# Respiratory hygiene/cough etiquette

- Avoid direct hand contact with your eyes, nose and mouth
- When coughing or sneezing cover your nose and mouth with disposable tissues and dispose of them in nearest waste bin after use
- Maintain good hand hygiene, including after coughing or sneezing

## CATCH IT

Germs spread easily. Always carry tissues and use them to catch your cough or sneeze.



## BIN IT

Germs can live for several hours on tissues. Dispose of your tissue as soon as possible.



## KILL IT

Hands can transfer germs to every surface you touch. Clean your hands as soon as you can.



# Wash your clothes regularly

- There is some evidence that the virus can stay on fabrics for a few days, although usually it is shorter
- If you are working with people outside your household, wash your clothes regularly
- Changing clothes in workplaces should only be considered where there is a high risk of infection or there are highly vulnerable people, such as in a care home
- If you need to change your clothes, avoid crowding into a changing room



# Testing

If you have any of the symptoms of coronavirus, you can [ask for a test through the NHS website](#)

[Coronavirus \(COVID-19\): getting tested](#)



# Face coverings

- You must wear a face covering at all times on public transport or when attending a hospital as a visitor or outpatient
- If you can, you should also wear a face covering in other enclosed public spaces where social distancing isn't possible and where you will come into contact with people you do not normally meet (most relevant for short periods indoors in crowded areas)
- Evidence suggests that wearing a face covering does not protect you. However, if you are infected but have not yet developed symptoms, it may provide some protection for others you come into close contact with



# Face coverings

Face coverings do not replace social distancing. If you have symptoms of COVID-19 (cough, and/or high temperature, and/or loss of, or change in, your normal sense of smell or taste - anosmia), you and your household must isolate at home: wearing a face covering does not change this. You should [arrange to have a test to see if you have COVID-19.](#)



# Face coverings

- A face covering is not the same as the surgical masks or respirators used by healthcare and other workers as part of personal protective equipment. These should continue to be reserved for those who need them to protect against risks in their workplace, such as health and care workers, and those in industrial settings, like those exposed to dust hazards
- Face coverings should not be used by children under the age of 3 or those who may find it difficult to manage them correctly
- It is important to use face coverings properly and wash your hands before putting them on and taking them off
- You can [make face-coverings at home](#). The key thing is it should cover the mouth and nose



# When at work, follow the advice given to you by your employer


- Employers have a duty to assess and manage risks to your safety in the workplace. The government has issued [guidance for employers and businesses on coronavirus](#). This includes guidance on how to make adjustments to your workplace to help you maintain social distancing
- It also includes guidance on hygiene, as evidence suggests that the virus can exist for up to 72 hours on surfaces. Therefore, frequent cleaning is particularly important for communal surfaces like door handles, lift buttons, communal areas like bathrooms, kitchens, tea points





# Resources

Please always refer to <https://www.gov.uk/coronavirus> for the most up to date guidance – you can also sign up for updates

 **Stay up to date with GOV.UK**

[Sign up to get emails when we change any coronavirus information on the GOV.UK website](#)

## [Handwashing video NHS](#)



# How to connect while keeping safe

Shaz Akhtar  
Transforming Communities Together  
Near Neighbours



Thank you for taking part in our  
Covid19 and BAME Webinar

## Questions and Answers



# Meet and greet the community

